

City Strategic Plan *Alexandria* 2022



Community Meeting: Refining Vision & Goals
Saturday, April 9th, 2016
George Washington Middle School

Meeting Agenda

10:00-10:10	Welcome & Overview
10:10-10:20	Recap of the Visioning Meeting
10:20-10:30	Questions
10:30-11:10	Small Group Activity
11:10-11:50	Rotating Stations Activity
11:50-12:00	Next Steps



Document Draft Framework

In 2022 Alexandria will be **SAFE**

What is a Safe City?

Alexandria is a safe City when City residents, businesses, employees, and visitors are protected from crime, fire, and disasters. Being safe from crime means that the City has a **low amount of crime** and people feel safe throughout the community...

What Goals are we Striving to Achieve?

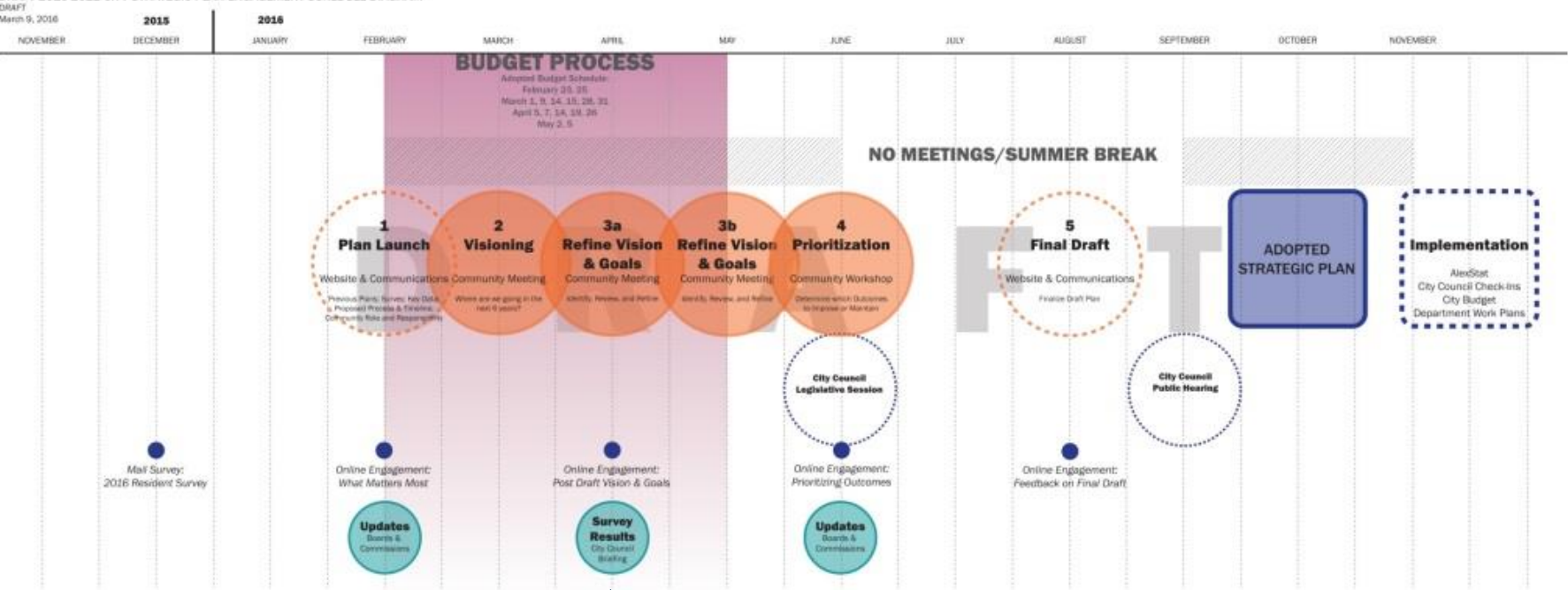
Low crime	Reduce all incidents of crime to 1 per 1,000 by 2022
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What Adopted Plans help us Achieve this?

- Public safety master plan

Civic Engagement Process

DRAFT 2016-2022 CITY STRATEGIC PLAN ENGAGEMENT SCHEDULE DIAGRAM



What We Need from You

- Today: Feedback on draft vision and goals
- Next Week: AlexEngage online engagement
- Next Month: Prioritization workshops online, rec center, libraries; City Council check-in

Recap: Visioning Meeting & AlexEngage Topic

March 14th Visioning Meeting Objective:

- **Develop the themes for the Strategic Plan**
 - **Small group activity:** Alexandria over the past five years and today
 - **Large group activity:** What should Alexandria be like in 2022?



Small Group Activity: Alexandria Today and Over the Last 5 Years



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Visioning Meeting | March 14, 2016

What do you love about living/working in Alexandria right now?

Location: DASA BAS
History: WILDTYPE
Size (Small): GREEN SPACE
Identity: EAST TRAVEL
ART/CULTURE: EAST TRAVEL

What are your greatest concerns about living/working in Alexandria right now?

TRAFFIC: Mass Public Transportation Planning
Density: Cultural Divide
Quality of Life: Crime in Old Town
Historic Rebirth
What has changed for the better in Alexandria over the last 5 years?
Community Engagement
Eco City Changes
Development

What has changed for the worse in Alexandria over the last 5 years?

TRAFFIC: Density, Unmanaged Growth
Infrastructure: Transparency

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Visioning Meeting | March 14, 2016

What do you love about living/working in Alexandria right now?

1. CAN PARTY HERE AS A LOVER PRESIDENT
2. QUALITY OF LIFE (SMALL TOWN FEEL)
3. GREAT PLACE TO LIVE - LOTS OF RESTAURANTS
4. WALK + RIDE FRIENDLY
5. URBAN FEEL IN SOME RESPECTS (DEVELOP PUBLIC TRANSPORTATION)
6. OUTDOOR ACTIVITY FOREVER
7. ACTIVE NON-PROFIT IN THE AREA

What are your greatest concerns about living/working in Alexandria right now?

1. TRAFFIC (BECOMING A TRAFFIC JAM) - NOT ENOUGH PUBLIC TRANSPORTATION (INTEGRATE PUBLIC TRANSPORTATION)
2. LACK OF PUBLIC HOUSING / AFFORDABLE HOUSING
3. SLOW GROWTH (BUT NOT ENOUGH)
4. TRAFFIC (BECOMING A TRAFFIC JAM) - NOT ENOUGH PUBLIC TRANSPORTATION (INTEGRATE PUBLIC TRANSPORTATION)
5. SLOW REVENUE GROWTH
6. SLOW REVENUE GROWTH

What has changed for the better in Alexandria over the last 5 years?

1. POTENTIAL VARIOUS DEVELOPMENT (MIXED-USE, MIXED-USE)
2. MORE PEOPLE TO BE OUT (DINING, ENTERTAINMENT)
3. CITY'S REPUTATION FOR ITS MIXED-USE DEVELOPMENT FOR ITS RESIDENTS
4. MORE PEOPLE TO BE OUT (DINING, ENTERTAINMENT)

What has changed for the worse in Alexandria over the last 5 years?

1. REVENUE IS NOT HERE
2. LOW-REVENUE PROMISES (MIXED-USE, MIXED-USE)
3. LOSS OF SMALL BUSINESSES
4. INADEQUATE PUBLIC TRANSPORTATION



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What do you love about living/working in Alexandria right now?

Diversity (Age, ethnic/cultural)
"Right Size" - large enough for resources, small enough to be able to take care of everyone
Values Give Engagement
Livability Factors (Urbanism)
Breadth of City Services
Citizenship & Engagement (Civic Participation)
What are your greatest concerns about living/working in Alexandria right now?

Density: Workforce Cannot Afford to Live in City
Affordable Housing: Traffic (Recklessness, Cut-Throat)
Crime

What has changed for the better in Alexandria over the last 5 years?

Value/Data-Driven Mindset (City Leadership)
Greater Alignment (School/City, Urbanism)
Libraries (Outreach)

What has changed for the worse in Alexandria over the last 5 years?

Misuse of Data: Landmark Mall
Traffic, Traffic, Traffic: Loss of Small Businesses
Parking: Reckless Driving, Cut-Throat Commuters

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What do you love about living/working in Alexandria right now?

Walkability: diversity of neighborhoods
Small - everyone has a voice
Unique: historic, contemporary
Safe: diversity of food/restaurants
Small businesses: City Hall is reachable
What are your greatest concerns about living/working in Alexandria right now?

affordable housing - for low + middle income
housing choice (open space, development, competition)
running out of space for development
accessibility of recreation programs (Civic Center, etc.)
What has changed for the better in Alexandria over the last 5 years?

more bike-friendly
safer
better transportation options / connections
Metamorphosis: Economic development - businesses, planning for services, youth, diverse population
What has changed for the worse in Alexandria over the last 5 years?

less income diversity, housing more expensive
building affordable housing more challenging
inability to balance City's budget
loss of major employers, job competitiveness w/in region
loss of tree canopy

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What do you love about living/working in Alexandria right now?

Small enough to have REAL sense of community
Walkability: Sense of volunteer commitment
Considerable public transportation
Proximity to good jobs
Diverse restaurants/amenities
Diversity in population
What are your greatest concerns about living/working in Alexandria right now?

Historical/Literary/Lace of Affordable Housing (City Spectrum Low-income workers)
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What has changed for the better in Alexandria over the last 5 years?
Greater respect for local Alexandria
Greater respect for local Alexandria
Greater respect for local Alexandria
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Greater respect for local Alexandria

What has changed for the worse in Alexandria over the last 5 years?
Loss of local businesses
Loss of local businesses
Loss of local businesses
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Loss of local businesses

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What do you love about living/working in Alexandria right now?

Suburban Living
Historic Architecture & style
Recreational Facilities (Young & Old)
Artistic & Cultural Activities
Sense of Community & Neighborhood
What are your greatest concerns about living/working in Alexandria right now?

Traffic: Increased traffic density
Loss of historic architecture
Overdevelopment
Degradation of historical identity via architectural styles (Potomac Yard, Route 28)
Unrealistic/Fake assumptions from development
What has changed for the better in Alexandria over the last 5 years?

Park Measurement
Some schools have pie-k
Election of new mayor sensitive to concerns of development
Citizen outreach (Academics) (Civic Engagement) -> Policy
Budget process recognized (Public Hearing/Process Meetings)
Police liaison to civic issues
What has changed for the worse in Alexandria over the last 5 years?

Degradation of historical identity via architectural styles (Potomac Yard, Route 28)
Failing to publicize critical meetings
Scheduling equally important meetings at same day/time
Inadequate planning for infrastructure in development (incl. schools)
Loss of tree canopy

City Strategic Plan Alexandria 2022

Visioning Meeting | March 14, 2016

What do you love about living/working in Alexandria right now?

Sense of community
people care about what's going on
Historic nature
Walkable
Balance of uses (live + work)
New Metro Station
What are your greatest concerns about living/working in Alexandria right now?

Equal distribution of resources between neighborhoods
Balance of uses (live business, retail, landmark Mall)
Lack of positive change
Lack of investment in Parks + rec
Walking/Walkability
Lack of units on sidewalks/pedestrian safety
What has changed for the better in Alexandria over the last 5 years?

bike lanes
bikeshare
School facilities (Williams)
Permit process (ie building permits)
More dog friendly

What has changed for the worse in Alexandria over the last 5 years?

traffic
loss of allocation
in parking in Old Town
in affordable housing / in housing costs

City Strategic Plan Alexandria 2022

Visioning Meeting | March 14, 2016

What do you love about living/working in Alexandria right now?

Great walking community
Bike-friendly
affordable housing / mixed income communities
responsive govt. services
historic character
close to City / urban - also diversity of activities
What are your greatest concerns about living/working in Alexandria right now?

Metro reliability - access to work / weekend services
traffic congestion - limited alternative routes
lack of affordable housing - workforce housing
lack of office / mid-level job opportunities
office / residential balance
What has changed for the better in Alexandria over the last 5 years?

alternate transportation - More bike lanes
up until 2016, there was good solid political discussion + movement forward

What has changed for the worse in Alexandria over the last 5 years?

acrimony @ City Council (loss of discourse)
congestion (traffic) - Need more infrastructure to keep pace
invest in infrastructure - sewer, stormwater, broadband

Large Group Activity: Alexandria in 2022





AlexEngage Feedback

- Online engagement opportunity from February 26-March 20
- Asked same questions
- 395 people visited the page
- 236 responses

How did we use this information?



What Will it Look Like?

(draft framework for presentation purposes only)

In 2022 Alexandria will be **SAFE**



What is a Safe City?

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What Goals are we Striving to Achieve?

Low crime	Reduce all incidents of crime to 1 per 1,000 by 2022
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What Adopted Plans help us Achieve this?

- Public safety master plan

Our Draft Vision

Vision: In 2022, Alexandria will be a safe, well-managed, economically vibrant, healthy, and inclusive city that is connected and mobile, enhances its unique identity, and helps children and youth thrive.

Vision Themes (In 2022, Alexandria will...):

- ... Be Safe
- ... Be Well-Managed
- ... Be Economically Vibrant
- ... Be Healthy
- ... Be Inclusive
- ... Be Connected and Mobile
- ... Enhance its Unique Identity
- ... Help Children and Youth Thrive

What Will it Look Like?

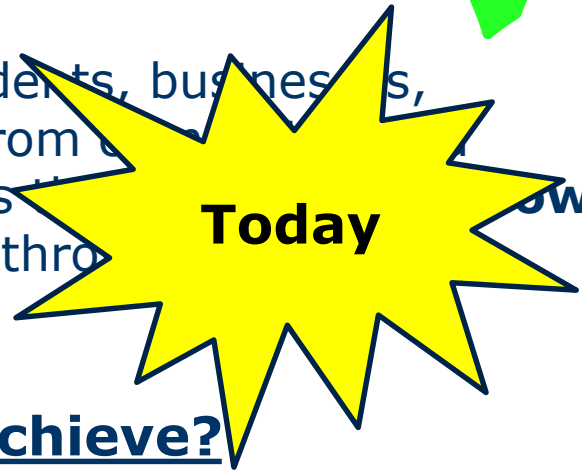
(draft framework for presentation purposes only)

In 2022 Alexandria will be **SAFE**



What is a Safe City?

Alexandria is a safe City when City residents, businesses, employees, and visitors are protected from disasters. Being safe from crime means **amount of crime** and people feel safe through community...



What Goals are we Striving to Achieve?

Low crime	Reduce all incidents of crime to 1 per 1,000 by 2022
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What Adopted Plans help us Achieve this?

- Public safety master plan

Questions

Small Group Activity: Identifying Goals

Draft Goals

- In 2022, Alexandria will be safe.
- In 2022, Alexandria will be well-managed.
- In 2022, Alexandria will be economically vibrant.
- In 2022, Alexandria will be healthy.
- In 2022, Alexandria will be inclusive.
- In 2022, Alexandria will be connected and mobile.
- In 2022, Alexandria will enhance its unique identity.
- In 2022, Alexandria will help children and youth thrive.



Rotating Stations Activity: Refining Goals

Next Steps

What part did we build tonight?

(draft framework for presentation purposes only)

In 2022 Alexandria will be **SAFE**

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Next Steps: Prioritization

Please join us for the next stage and help us to continue to build our City Strategic Plan through:

- Online discussion:
alexandriava.gov/StrategicPlan
- Prioritization Workshops, Location and Time TBD



Want to Know More?

www.alexandriava.gov/StrategicPlan

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